



September 23, 2024

Vendor News Flash

Temporary Alternative Brand Formulas Available

We continue to monitor availability of certain infant formulas that were impacted by the tornado damage to the Mead Johnson distribution center in Indiana. Mead Johnson has informed us that they anticipate continued impacts to retail availability of Enfamil Gentlease, Enfamil Reguline and Enfamil A.R. through the end of October. On September 20, we received approval from USDA to extend formula flexibilities allowing alternative brands and sizes for Enfamil Gentlease, Enfamil Reguline and Enfamil A.R. through **October 31, 2024**.

If your orders for standard contract formula from Mead Johnson have been allocated or canceled, the alternatives listed below can be ordered instead.

When Gentlease 12.4 oz is not available, WIC customers can:

1. Return to the WIC clinic to have their benefits updated to one of the larger size subcats below, which also includes alternative brand formulas.
2. Select one of the alternative brands listed under subcat 668 below at the store, without needing to return to the WIC clinic.

When Enfamil A.R. 12.9 oz or Enfamil Reguline 12.4 oz is not available, WIC customers can return to the WIC clinic to have their benefits updated to the larger size Enfamil A.R. or Enfamil Reguline.

Temporary Alternatives Effective Through October 31, 2024	
UPC	Alternate Options
WIC Temporary Product: ENFAMIL A.R. PWD 19.5 oz (712) - NTE \$47.44	
300870201652	ENFAMIL A.R. PWD 19.5OZ
WIC Temporary Product: ENFAMIL A.R. PWD 27.4OZ (691) - NTE \$62.60	
300875126424	ENFAMIL A.R. PWD 27.4OZ

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WIC Temporary Product: ENFAMIL A.R. PWD 30.4OZ (684) - NTE \$68.55	
300875100967	ENFAMIL A.R. PWD 30.4OZ
WIC Product: ENFAMIL GENTL PWD 12.4OZ (668) - NTE \$23.55	
070074626000	SIM TOTAL COMF PWD 12.6OZ
070074575414	SIM SENSITIVE PWD 12.5OZ
683744964861	GRB GS STHPRO PWD 12.0OZ
810131500115	GS DRB STHPRO PWD 12.0OZ
810131500108	GS DRB GNTPRO PWD 12.3OZ
WIC Temporary Product: TEMP GENTLE PWD 19-21OZ (713) - NTE \$47.44	
300875119785	ENF GENTLEASE PWD 19.9OZ
300875121191	ENF NEU GENTL PWD 19.5OZ
300875124529	ENF SENSITIVE PWD 19.5OZ
WIC Temporary Product: TEMP GENTLE PWD 27.4OZ (714) - NTE \$62.60	
300875121214	ENF NEU GENT PWD 27.4OZ
WIC Temporary Product: TEMP GENTLE PWD 29-31OZ (715) - NTE \$68.55	
300875121238	ENF NEU GENTL PWD 30.4OZ
300875124543	ENF SENSITIVE PWD 29.4OZ
070074629520	SIM SENSITIVE PWD 29.8OZ
WIC Temporary Product: TEMP GENTLE PWD 32-34OZ (716) - NTE \$40.69	
194346051168	PC GENTLE PWD 34OZ
194346038633	PC GENT PREM PWD 34OZ
681131045568	PC SENS PREM PWD 34OZ
041220361519	HEB GENTLE PWD 32.8OZ
041220164646	HEB GENT PREM PWD 33.2OZ
041220649495	HEB SENS PREM PWD 33.2OZ
085239979952	UPUP SENS PREM PWD 34OZ
085239987643	UPUP GENT PREM PWD 34OZ
036800497436	TT GENT PREM PWD 33.2OZ
036800496644	TT SENS PREM PWD 33.2OZ
041260017933	COM GENT PREM PWD 33.2OZ
WIC Temporary Product: ENF NEU GENTL PWD 35.2OZ (698) - NTE \$75.70	
300875127506	ENF NEU GENTL PWD 35.2OZ

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WIC Product: ENF NEU GENTL RTU 32OZ (669) - NTE \$14.60	
300875115626	ENF NEU GENTLEASE RTU 32OZ
WIC Product: ENF NEU GENT RTU (8OZ-6PK)48OZ (673) - NTE \$23.78	
300875103418	ENF NEU GENT RTU (8OZ-6PK)48OZ
WIC Temporary Product: ENFAMIL REGUL PWD 19.5OZ (711) - NTE \$47.44	
300875111574	ENFAMIL REGULINE PWD 19.5OZ

*Please note, the manufacturer of Gerber GoodStart formula is relaunching their formula as GoodStart Dr Brown's. The new UPCs are included.

Should you have any questions regarding this Vendor News Flash or any challenges purchasing formula, please contact the Vendor Management Unit's Vendor Outreach Branch at WICVendorRelations@hhs.texas.gov or 1-800-252-9629.

Find more WIC vendor resources on our [website](#).